



LEO BURNETT U.S.A.

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September 5, 1997

Ms. Sonya Rush
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Re: Topline Profile, 1997 Virginia Slims Fall V-Wear Direct Programs 97640-97642

Dear Sonya:

This forwards the Topline Profile for the Slims "Fall V-Wear" Direct program which began dropping on August 25, 1997.

Audience Topline

An audience totaling 1,177,772 smokers will receive one of three creative versions:

- 670,010 Slims and Competitive Gift Responders will receive the Club package
- 423,093 Competitive Coupon-Only Responders and other smokers who have not yet responded to Slims will receive the Offensive package
- 84,669 Competitive smokers age 21-29 will receive the YAF package

Program Offers

Personalized creative will deliver an order form, postage paid survey, and one of the following coupon versions:

Club	Offensive	YAF
Slims More Responsive Volume Responders	Competitive Coupon-Only Responders	Competitive Coupon Responders
- \$2-Off Carton CD - \$1-Off Carton/4 Packs J8 Quantity: 388,064 Cells: 1	- \$3-Off Carton CB - (2) \$1-Off Carton/4 Packs J8 Quantity: 219,877 Cells: 1,3	- \$3-Off Carton CB - 1-Off Carton/3 Packs DA - B2G1F CC Quantity: 6,017 Cells: 1
Other Slims Smokers	Misty Trial Smokers	Competitive Trial
- \$3-Off Carton CB - \$1.50-Off Carton/4 Packs J4 Quantity: 241,524 Cells: 2-8	- \$4-Off Carton CV - (2) \$2-Off Carton/4 Packs DI Quantity: 41,185 Cells: 2	- \$3-Off Carton CB - B2G1F CC - B1G1F C1 Quantity: 78,652 Cells: 2
Competitive Gift Responders	Competitive Trial Smokers	
- \$3-Off Carton CB - (2) \$1-Off Carton/4 Packs J8 Quantity: 40,422 Cells: 9-12	- \$3-Off Carton CB - (2) \$1.50-Off Carton/4 Pks J4 Quantity: 162,031 Cells: 4,6,7	

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Learning & Testing Issues

This mailing includes three tests:

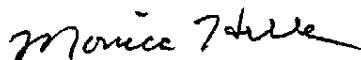
- **Slims Non-Responders 80+ Loyalty**
A test cell of 10M smokers selected from the top five deciles of 80+ Loyal Non-
Responders was mailed to determine if this is a valid segment for mailing.
> Test Cell: 97640 A 7
- **Competitive Smoker Creative Test**
A test cell of 10M smokers was selected from the Competitive Coupon Responder
and Trial audiences. These smokers will receive the Club version of the catalog
which highlights higher UPC value items rather than the Offensive version which
emphasizes the lower UPC value items. This test will help us determine if the
Club/Offensive creative versioning impacts response.
> Test Cell: 97640 A 12
> Control Cells: 97641 A 3,4
- **YAF Trial Audience Creative Test**
A test cell of 10M smokers was selected from the YAF trial audience to receive the
complete Offensive catalog rather than the YAF bounceback. Their response will
help assess the need for special YAF creative versioning.
> Test Cell: 97641 A 7
> Control Cell: 97642 A 2

Attachments to this letter provide detailed information regarding the selected audience and its profile.

Please call if you have any questions.

Best Regards,

LEO BURNETT U.S.A.



Monica Heller

Attachments

cc: T. Lauinger, W. Marin, A. Wheelock, J. Vander Putten, M. Yates, K. Tolchinsky, J. Rogan,
R. Whalen, R. Chi - PM/NY
B. Chiarucci, H. Forsythe, C. Bulanda, R. Clarkson, L. Gillis, M. Conant, D. Sharp,
R. Zimmerman, S. Grosklaus - LBCo.

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Virginia Slims Smokers, Age 21-64, Club

	A		B		C		D	E	F	G	
	A1	A2	B1	B2	C1	C2	NEW	SWITCHED	OTHER RESPDRS Survey, Sweeps, etc.	ALL REMAINING	TOTAL
RESPONDERS											
Gift Only Gift and Coupon Coupon Only											
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months		
1	Deciles 1-5 Low Coupon Package 403,839						Deciles 1-5 High Coupon Package 80,217		Deciles 1-5 High Pack Test Cell 10,000		111,780
2											111,780
3											111,780
4											111,780
5											111,780
Subtotal	29,677	3,919	123,360	3,473	215,419	27,991	43,659	36,558	Deciles 1-10 High Coupon Package	69,649	558,900
6	Deciles 6-10 High Coupon Package 100,416						Deciles 6-10 High Coupon Package 35,086		Deciles 1-10 High Coupon Package		111,780
7											111,780
8											111,780
9											111,780
10											111,781
Subtotal	7,570	14,841	6,255	4,537	16,294	50,919	13,249	21,837	Exclude	416,034	558,901
Total	37,247	18,760	129,615	8,010	231,713	78,910	56,908	58,395	12,560	485,683	1,117,801

Defensive Low Coupon Package

- \$1-Off Carton/4 Packs
- \$2-Off Carton

Defensive High Coupon Package

- \$1.50-Off Carton/4 Packs
- \$3-Off Carton

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Misty Smokers, Club & Offensive

Deciles 1-10
Low Coupon Package
40,464

Decile	A		B		C		NEW	SWITCHED	OTHER RESPDRS Survey, Sweeps, etc.	ALL REMAINING	TOTAL				
	A1	A2	B1	B2	C1	C2									
	RESPONDERS														
Gift Only		Gift and Coupon		Coupon Only											
0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months			0-12 Months	0-12 Months	0-12 Months					
1	Deciles 1-10 Club Version Low Coupon Package 2,609		Deciles 1-5 Low Coupon Package 40,464 32,272 8,192 Exclude		Deciles 1-10 Misty Coupon Package 42,505 Exclude										
2					21,092										
3					18,689										
4					19,554										
5					18,549										
Subtotal					23,169										
6					101,053										
7					21,640										
8					16,121										
9					11,378										
10					6,119										
Subtotal															
Total	275	311	1,761	262	32,348	9,990	14,129	25,031	3,345	71,697	159,149				

Competitive Low Coupon Package

- (2) \$1-Off Carton/4 Packs
- \$3-Off Carton

Misty Trial Coupon Package

- (2) \$2-Off Carton/4 Packs
- \$4-Off Carton

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Competitive Smokers, Club & Offensive

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	A		B		C		D	E	F	G	TOTAL			
	A1	A2	B1	B2	C1	C2								
RESPONDERS														
Gift Only		Gift and Coupon		Coupon Only						OTHER RESPDRS	ALL REMAINING			
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months					
1					Deciles 1-5 Low Coupon Package 191,299					Dec 1-5 High Package 9,685	166,824			
2										9,685	191,268			
3											207,944			
4											212,713			
5											217,404			
Subtotal					148,912	42,387					996,153			
6											221,057			
7											227,360			
8											224,232			
9											239,732			
10											253,341			
Subtotal					77	11,526				135	1,165,722			
Total	2,192	1,518	7,977	843	148,989	53,913	137,633	197,996	9,820	1,600,994	2,161,875			

Competitive Low Coupon Package

- (2) \$1-Off Carton/4 Packs
- \$3-Off Carton

Competitive High (Trial) Coupon Package

- (2) \$1.50-Off Carton/4 Packs
- \$3-Off Carton

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PM Smokers, Club & Offensive

		A		B		C	
		A1	A2	B1	B2	C1	C2
RESPONDERS							
Decile		Gift Only		Gift and Coupon		Coupon Only	
1	2	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months
Subtotal	Subtotal	Deciles 1-10 Club Version Low Coupon Package 5,010	Exclude	Deciles 1-10 Club Version Low Coupon Package 11,516	Exclude	Exclude	
Total		5,010	2,981	11,516	1,051	67,695	16,642

Competitive Low Coupon Package

- (2) \$1-Off Carton/4 Packs
- \$3-Off Carton

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YAF Audience

REVENUE & PROFITABILITY ANALYSIS FOR YAF

	A		B		C		D	E	F	G	TOTAL					
	A1	A2	B1	B2	C1	C2										
	RESPONDERS															
	Gift Only			Gift and Coupon		Coupon Only										
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months	ALL REMAINING						
1	Deciles 1-5 YAF Responder Coupon Package 6,193						Deciles 1-5 YAF Trial Coupon Package 91,728						5,301			
2												13,600				
3												22,184				
4												30,388				
5												26,448				
Subtotal	3	0	5	0	6,173	12	17,471	11,763	1,747	60,747		97,921				
6	Exclude						Exclude						26,535			
7												26,184				
8												34,098				
9												23,857				
10												13,529				
Subtotal	0	0	0	0	0	0	19,357	7,366	31	97,449		124,203				
Total	3	0	5	0	6,173	12	36,828	19,129	1,778	158,196		222,124				

YAF Responder Coupon Package

- B2G1F
- \$1-Off Carton/3 Packs
- \$3-Off Carton

YAF Trial Coupon Package

- B1G1F
- B2G1F
- \$3-Off Carton

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